

“Just About Everything” for Hunting

By Colin B. Anthony, MidwayUSA

EDITOR'S REMARKS

MidwayUSA has long been known for selling a variety of products for the shooting sports enthusiasts at great prices. I have purchased a number of products from them from brass and bullets to scope mounting kits. They have expanded their product line to include hundreds of different products for hunters. When ordering hunting gear, you may check out www.huntinfool.com/landowner.asp. They have sponsored our landowner tags page on *The Huntin' Fool* website. If you order from this link you can save up to 10% on all orders up to \$300.

—Jason



MIDWAYUSA FOUNDER LARRY POTTERFIELD

From humble beginnings as a small gun shop to becoming a world-class catalog and internet distributor of sporting good products, with a 2009 Malcolm Baldrige National Quality Award to their credit, MidwayUSA has developed an extremely loyal following of customers and for good reason. MidwayUSA puts customer satisfaction as their #1 goal, and they mean it.

Shooting, reloading, and gunsmithing enthusiasts have been familiar with MidwayUSA for years. However, Larry Potterfield, Founder and CEO of MidwayUSA says a frequent question from customers was, “Larry, when are you going to start selling hunting gear?” With the launch of the hunting product line in 2007, MidwayUSA now offers “Just About Everything” for hunting.



You might wonder how MidwayUSA got its start. According to Larry, “The beginning of the company was a little bit of a dream and a lot of circumstance.” Growing up in the small town of Ely, Missouri, Larry’s dad taught him to hunt and fish. After college, Larry served for 6 years in the Air Force. Returning to Columbia after his service, Larry and his wife, Brenda, started up MidwayUSA in 1977. The mail-order division was added a year later. As mail-order sales grew the gun shop was closed in 1984. Larry jumped on the internet bandwagon in 1998 and the company has literally been booming ever since.

A lifelong student of leadership and business administration, Potterfield led MidwayUSA in adopting modern management practices to better serve customers. MidwayUSA obtained the coveted ISO-9000 registration in 2008, received the 2008 Missouri Quality Award and is a 2009 recipient of the Malcolm Baldrige National Quality Award, the nation’s highest Presidential honor for innovation and performance excellence. The unrelenting focus on customer satisfaction helps MidwayUSA pursue its vision, which is “To be the best-run business in America.”

The Potterfields and MidwayUSA have supported the shooting and hunting industry from the beginning and are often referred to as the “First Family” of the shooting and hunting sports industry. MidwayUSA created the NRA “Round-Up” program in 1992, which asks their customers to “Round-Up” their orders to the next higher dollar. In total, they have collected nearly \$5 million from customers



for the NRA/ILA National Endowment for the Protection of the Second Amendment. Larry and Brenda were the driving force in establishing the Friends of NRA program, and with their friends put on the first event in Columbia, Missouri in 1992. The couple has also generously donated over \$1.5 million to key programs under the NRA Foundation. In 2008, they created and contributed significantly to the Scholastic Shooting Trust Fund, which helps fund high school and college shooting teams. Larry and Brenda are also members and contributors to all the major conservation organizations - Safari Club International, Dallas Safari Club, Rocky Mountain Elk Foundation, Wild Sheep Foundation, and the Mule Deer Foundation.

Launching the hunting product line in 2007 was a natural move for MidwayUSA. With product and marketing personnel that are shooters and hunters, MidwayUSA understands what hunting customers need and want in hunting gear. Larry and Brenda, serious large and small game hunters, veterans of many African safaris and other hunts around the world, also provided input into the hunting line. MidwayUSA's business strategy is impressive - with over 100,000 products from hundreds of manufacturers, MidwayUSA truly offers "Just About Everything" for shooting, reloading, gunsmithing, and hunting. But true to its small town roots, being a customer of MidwayUSA is like doing business with the small, corner gun shop.

